

Voting to Tell Others

Online Appendix

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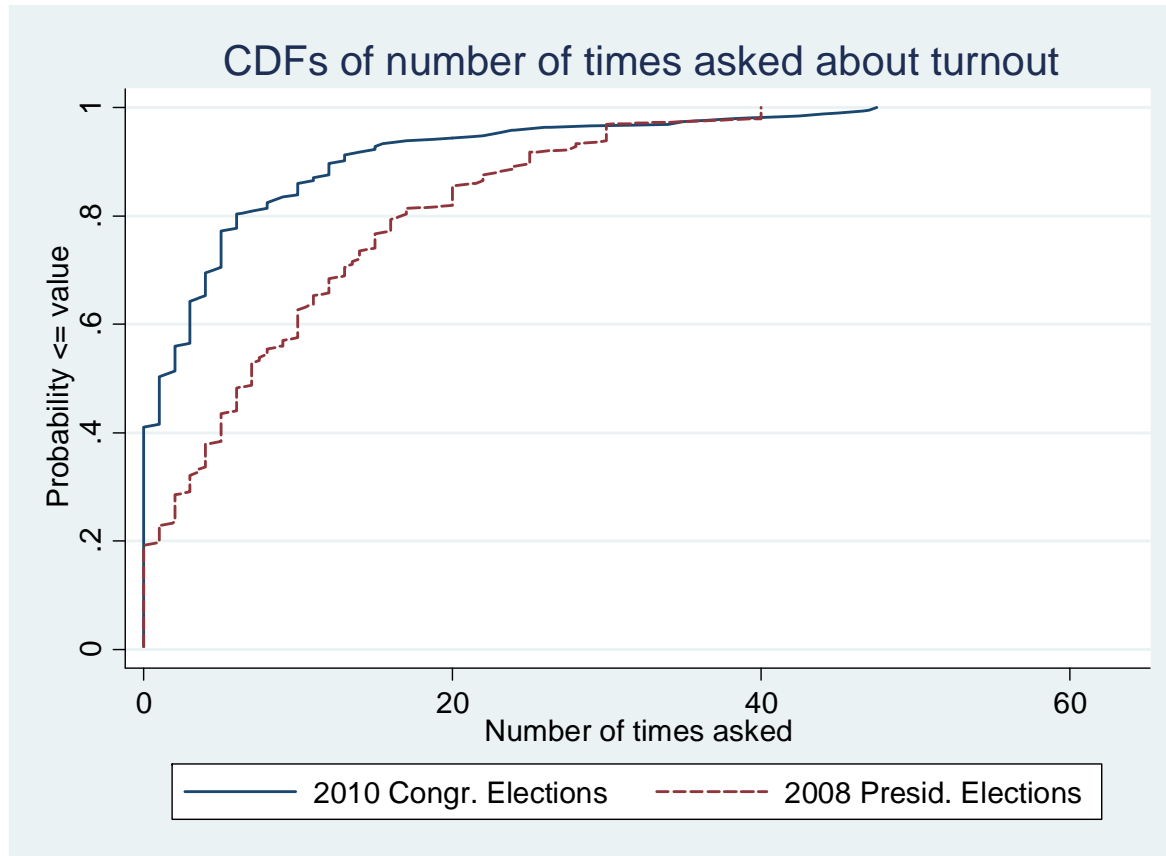
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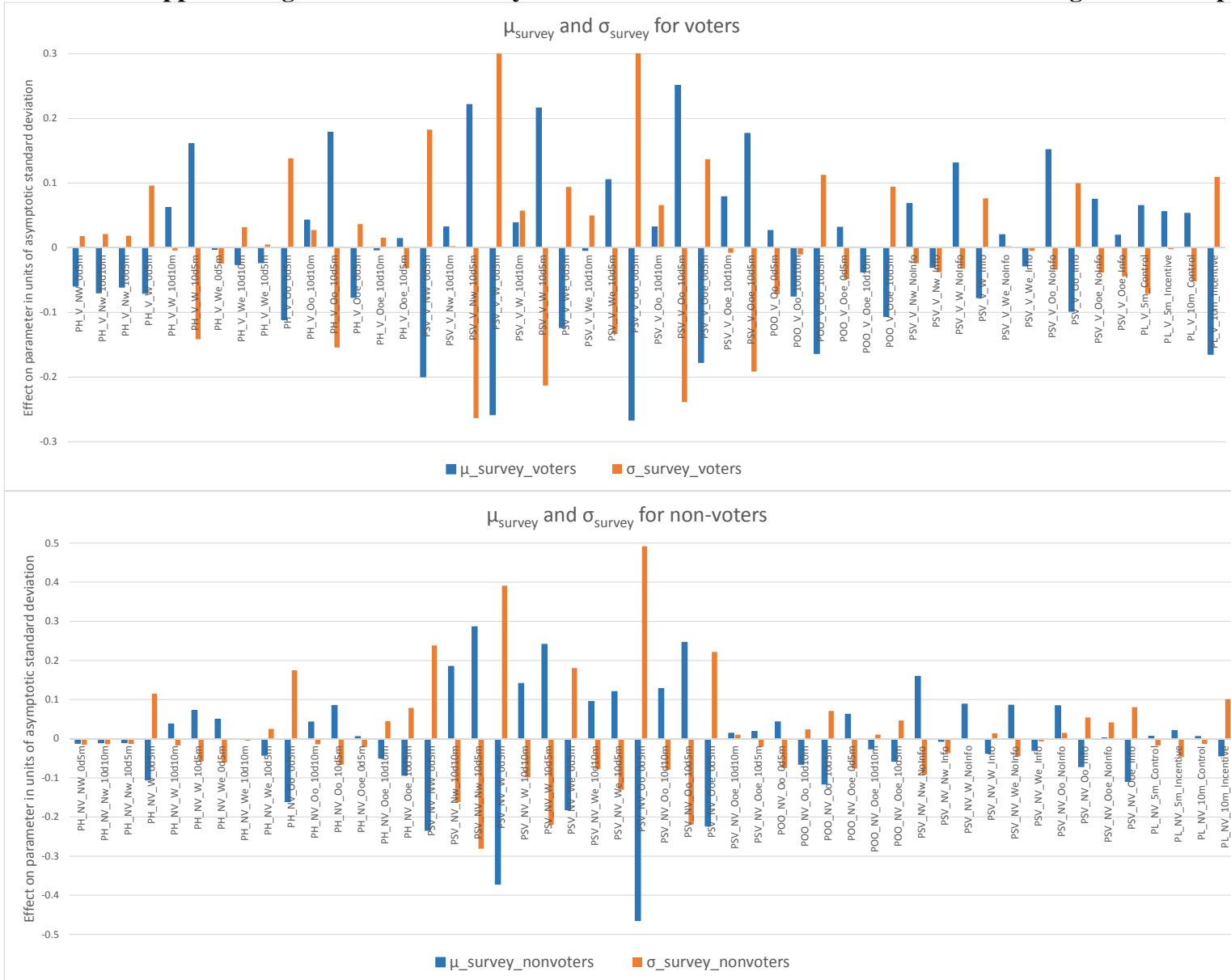
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Online Appendix Figure 1. Number of Times Asked about Voting



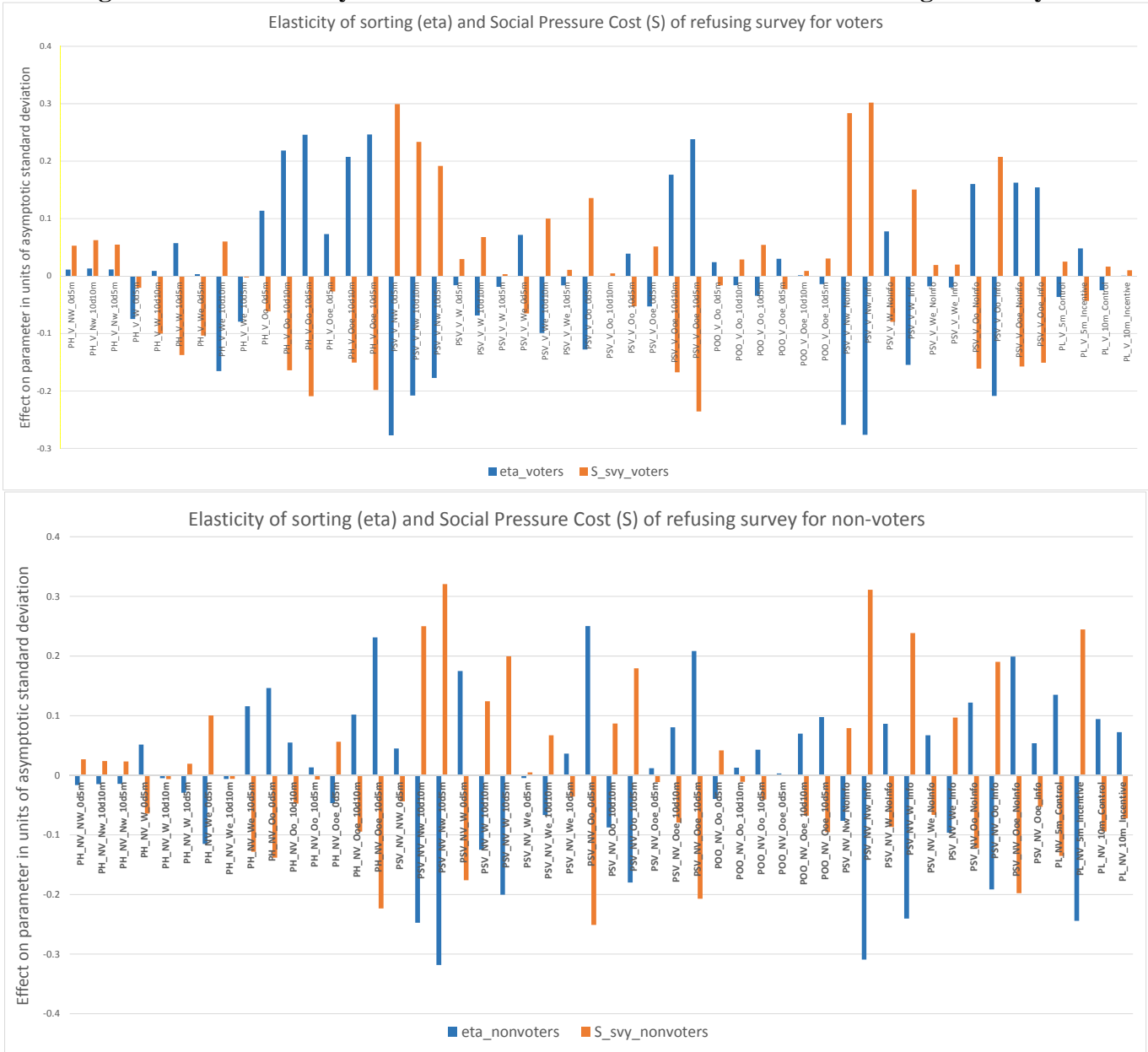
Note: Online Appendix Figure 1 plots the cumulative distribution function of the self-reported number of times asked among the respondents to the 2011 door-to-door survey. The continuous line refers to the 2010 Congressional election, and the dotted line refers to the 2008 Presidential election.

Online Appendix Figures 2a-b. Sensitivity of Estimated Parameters to the Moments: Willingness to Complete a Survey



Note: Online Appendix Figures 2a and 2b present the sensitivity of the estimates to the individual moments following Gentzkow and Shapiro (2013). The plotted lines indicate the local sensitivity of the given parameter estimate to an individual moment. A positive bar indicates that a (local) increase in the moment would increase the estimated value of the parameter. Higher bars indicate more influential moments for the identification of the parameter. For each moment, we plot the influence estimate for the mean value of completing a 10-minute survey (in blue) and the standard deviation of this willingness to complete a survey (in orange) respectively for voters (Online Appendix figure 2a) and for non-voters (Online Appendix Figure 2b).

Online Appendix Figures 6a-b. Sensitivity of Estimated Parameters to the Moments: Sorting Elasticity and Social Pressure



Note: Online Appendix Figures 6a-b present the sensitivity of the estimates to the individual moments following Gentzkow and Shapiro (2013). The plotted lines indicate the local sensitivity of the given parameter estimate to an individual moment. A positive bar indicates that a (local) increase in the moment would increase the estimated value of the parameter. Higher bars indicate more influential moments for the identification of the parameter. For each moment, we plot the influence estimate for the cost of sorting (in blue) and for the social pressure cost (in orange) first for voters (Online Appendix Figure 6a) and then for non-voters (Online Appendix Figure 6b).

Online Appendix Table 1. Survey Treatments, Robustness

| Specification: Dependent Variable: Group: | OLS Regressions | | | | | | | |
|---|----------------------------------|----------------------|----------------------|---------------------|---------------------------------|----------------------|-----------------------|----------------------|
| | Indicator for Answering the Door | | | | Indicator for Completing Survey | | | |
| | Voters | | Non-Voters | | Voters | | Non-Voters | |
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) |
| \$10/10min Treatment | 0.0364** (0.015) | 0.0314* (0.016) | 0.0243 (0.015) | 0.0254 (0.016) | 0.0132 (0.010) | 0.0124 (0.011) | 0.0231*** (0.009) | 0.0266*** (0.009) |
| \$10/5min Treatment | 0.0596*** (0.017) | 0.0518*** (0.018) | 0.0204 (0.015) | 0.0196 (0.017) | 0.0683*** (0.013) | 0.0638*** (0.014) | 0.0467*** (0.009) | 0.0470*** (0.010) |
| Simple Flyer Treatments | 0.0128 (0.018) | 0.0091 (0.020) | 0.0286 (0.018) | 0.0224 (0.019) | 0.0960*** (0.013) | 0.0948*** (0.014) | 0.0496*** (0.010) | 0.0510*** (0.011) |
| Flyer Treatments with Opt-out | -0.0232 (0.019) | -0.0219 (0.021) | 0.0052 (0.018) | 0.0049 (0.019) | 0.0695*** (0.013) | 0.0731*** (0.014) | 0.0325*** (0.010) | 0.0349*** (0.011) |
| Mention of Election in Flyer | -0.0143 (0.013) | -0.0206 (0.014) | -0.0278** (0.014) | -0.0274* (0.015) | -0.0194* (0.011) | -0.0238** (0.012) | -0.0238*** (0.008) | -0.0216** (0.009) |
| Voters Informed at Door of Election Topic | | | | | 0.0001 (0.009) | -0.0018 (0.010) | 0.0047 (0.008) | 0.0085 (0.008) |
| Omitted Treatment | | | | | | | | |
| Fixed Effects for Solicitor, Date-Location, and Hour (Benchmark) | X | | X | | X | | X | |
| Fixed Effects for Solicitor-Date-Location, and Hour | | X | | X | | X | | X |
| R2 | 0.0279 | 0.0629 | 0.0338 | 0.0765 | 0.0350 | 0.0650 | 0.0269 | 0.0734 |
| N | 6,873 | 6,873 | 6,324 | 6,324 | 6,873 | 6,873 | 6,324 | 6,324 |

Notes: Estimates for a linear probability model with standard errors, clustered by solicitor-date, in parentheses. The omitted treatment is the Baseline No-Flyer \$0-5 minutes survey. The regressions include fixed effects for the solicitor, for the date-town combination, and for the hour of day in Columns 1, 3, 5, 7. The regressions include in addition fixed effects for solicitor-date-town location in Columns 2, 4, 6, 8.

* significant at 10%; ** significant at 5%; *** significant at 1%

Online Appendix Table 2. Survey Treatments, By Time Period

| Specification: Dependent Variable: Time Period: Group: | OLS Regressions | | | | | | | | | | | |
|---|----------------------------------|--------------------|--------------------|----------------------|---------------------------------|----------------------|----------------------|----------------------|---------------------------------------|-------------------|-----------------------|--------------------|
| | Indicator for Answering the Door | | | | Indicator for Completing Survey | | | | Indicator for Lie in Turnout Question | | | |
| | Summer | | Fall | | Summer | | Fall | | Summer | | Fall | |
| | Voters | | Non-Voters | | Voters | | Non-Voters | | Voters | | Non-Voters | |
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) | (11) | (12) |
| \$10/10min Treatment | 0.0510*** (0.018) | 0.0110 (0.026) | 0.0072 (0.020) | 0.0460** (0.023) | 0.0271** (0.014) | -0.0096 (0.016) | 0.0028 (0.012) | 0.0498*** (0.012) | | | | |
| \$10/5min Treatment | 0.0609*** (0.020) | 0.0543* (0.030) | 0.0039 (0.022) | 0.0434** (0.021) | 0.0654*** (0.016) | 0.0700*** (0.021) | 0.0432*** (0.013) | 0.0534*** (0.013) | | | | |
| Simple Flyer Treatments | 0.0094 (0.024) | 0.0167 (0.029) | -0.0007 (0.025) | 0.0683*** (0.025) | 0.0953*** (0.018) | 0.0928*** (0.021) | 0.0268* (0.014) | 0.0815*** (0.014) | | | | |
| Flyer Treatments with Opt-out | -0.0204 (0.024) | -0.0299 (0.031) | -0.0181 (0.024) | 0.0356 (0.026) | 0.0766*** (0.017) | 0.0545*** (0.021) | 0.0208 (0.015) | 0.0507*** (0.015) | | | | |
| Mention of Election in Flyer | -0.0125 (0.018) | -0.0140 (0.019) | -0.0112 (0.018) | -0.0472** (0.021) | -0.0080 (0.015) | -0.0331** (0.016) | -0.0207* (0.011) | -0.0273** (0.012) | | | | |
| Voters Informed at Door of Election Topic | | | | | 0.0008 (0.012) | -0.0053 (0.013) | 0.0064 (0.011) | 0.0031 (0.011) | | | | |
| Treatment with Incentive to Say that Did not Vote | | | | | | | | | 0.0263 (0.023) | 0.0162 (0.035) | -0.1502*** (0.054) | -0.0777 (0.059) |
| Omitted Treatment | | | | | | | | | | | | |
| Solicitor, Date-Location, Hour F.e. | X | X | X | X | X | X | X | X | | | | |
| Date-Location F.e. | | | | | | | | | X | X | X | X |
| R2 | 0.0265 | 0.0325 | 0.0344 | 0.0341 | 0.0343 | 0.0423 | 0.0256 | 0.0353 | 0.0237 | 0.0745 | 0.0787 | 0.0670 |
| N | 4,245 | 2,628 | 3,459 | 2,865 | 4,245 | 2,628 | 3,459 | 2,865 | 718 | 418 | 343 | 252 |

Notes: Estimates for a linear probability model with standard errors, clustered by solicitor-date, in parentheses. The regressions include fixed effects for the solicitor, for the date-town combination, and for the hour of day in Columns 1-8 and fixed effects for date-location in Columns 9-12.
 * significant at 10%; ** significant at 5%; *** significant at 1%

Online Appendix Table 3. Survey Treatments, By Political Registration

| Specification: Dependent Variable: Political Registration: | OLS Regressions | | | | | | | | |
|--|----------------------------------|------------------------------|----------------------|---------------------------------|----------------------|--|-------------------------|---------------------|----------------------|
| | Indicator for Answering the Door | | | Indicator for Completing Survey | | | Lie in Turnout Question | | |
| | Republican | Democratic | Other | Republican | Democratic | Other | Republican | Democratic | Other |
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) |
| Panel A. Voters | | | | | | | | | |
| \$10/10min Treatment | 0.0604** (0.025) | 0.0285 (0.023) | 0.0450* (0.025) | 0.0272 (0.018) | 0.0008 (0.017) | 0.0273 (0.017) | | | |
| \$10/5min Treatment | 0.0544* (0.028) | 0.0550** (0.025) | 0.0887*** (0.029) | 0.0827*** (0.021) | 0.0612*** (0.019) | 0.0677*** (0.021) | | | |
| Simple Flyer Treatments | -0.0169 (0.033) | 0.0610** (0.025) | -0.0250 (0.032) | 0.0777*** (0.023) | 0.1265*** (0.021) | 0.0758*** (0.024) | | | |
| Flyer Treatments with Opt-out | -0.0769** (0.035) | 0.0322 (0.025) | -0.0593* (0.035) | 0.0687*** (0.024) | 0.0801*** (0.021) | 0.0564** (0.023) | | | |
| Mention of Election in Flyer | 0.0332 (0.025) | -0.0295 (0.020) | -0.0397 (0.025) | 0.0046 (0.021) | -0.0290* (0.017) | -0.0344* (0.019) | | | |
| Voters Informed at Door of Election Topic | | | | -0.0121 (0.017) | 0.0242* (0.014) | -0.0242 (0.017) | | | |
| Treatment with Incentive to Say that Did not Vote | | | | | | | 0.0319 (0.043) | 0.0275 (0.027) | 0.0523 (0.054) |
| Omitted Treatment | | No Flyer, \$0/5min Treatment | | | | No Flyer, \$0/5min, Not Informed Treatment | | | |
| Solicitor, Date-Location, Hour F.e. | X | X | X | X | X | X | | | |
| Date-Location F.e. | | | | | | | X | X | X |
| R2 | 0.0651 | 0.0476 | 0.0512 | 0.0701 | 0.0554 | 0.0658 | 0.1660 | 0.0590 | 0.0902 |
| N | 1,918 | 3,018 | 1,937 | 1,918 | 3,018 | 1,937 | 300 | 565 | 271 |
| Panel B. Non-Voters | | | | | | | | | |
| \$10/10min Treatment | 0.0549 (0.061) | 0.0315 (0.033) | 0.0245 (0.018) | 0.1233** (0.048) | 0.0071 (0.021) | 0.0193** (0.009) | | | |
| \$10/5min Treatment | 0.0078 (0.072) | 0.0110 (0.039) | 0.0241 (0.017) | 0.0241 (0.051) | 0.0461* (0.026) | 0.0440*** (0.010) | | | |
| Simple Flyer Treatments | 0.0811 (0.093) | 0.0463 (0.047) | 0.0225 (0.020) | 0.0916 (0.065) | 0.0448 (0.027) | 0.0505*** (0.011) | | | |
| Flyer Treatments with Opt-out | -0.0025 (0.091) | 0.0141 (0.044) | 0.0008 (0.019) | 0.0560 (0.065) | 0.0385 (0.028) | 0.0292** (0.011) | | | |
| Mention of Election in Flyer | -0.0832 (0.069) | -0.0433 (0.034) | -0.0181 (0.015) | -0.1148*** (0.043) | -0.0114 (0.022) | -0.0215** (0.009) | | | |
| Voters Informed at Door of Election Topic | | | | -0.0070 (0.043) | 0.0046 (0.019) | 0.0031 (0.009) | | | |
| Treatment with Incentive to Say that Did not Vote | | | | | | | -0.0000 (0.265) | -0.1998* (0.112) | -0.0970** (0.045) |
| Omitted Treatment | | No Flyer, \$0/5min Treatment | | | | No Flyer, \$0/5min, Not Informed Treatment | | | |
| Solicitor, Date-Location, Hour F.e. | X | X | X | X | X | X | X | X | X |
| Date-Location F.e. | | | | | | | X | X | X |
| R2 | 0.2710 | 0.0816 | 0.0381 | 0.2945 | 0.0706 | 0.0309 | 0.3762 | 0.2994 | 0.0986 |
| N | 351 | 1,179 | 4,794 | 351 | 1,179 | 4,794 | 42 | 126 | 429 |

Notes: Estimates for a linear probability model with standard errors, clustered by solicitor-date, in parentheses. The regressions include fixed effects for the solicitor, for the date-town combination, and for the hour of day in Columns 1-8 and fixed effects for date-location in Columns 9-12.
 * significant at 10%; ** significant at 5%; *** significant at 1%

Online Appendix Table 4. Moments and Estimates on Erat and Gneezy (2012)

| Decision Number: | Payoffs of A (Truth) | Payoffs of B (Lie) | Fraction Lying (Empirical) | Fraction Lying (At Estimated Parameters) |
|----------------------|-------------------------|-------------------------|-------------------------------|---|
| 1 | (20, 20) | (19, 30) | 33/101 (33%) | 39% |
| 2 | (20, 20) | (21, 30) | 49/101 (49%) | 43% |
| 3 | (20, 20) | (30, 30) | 66/102 (65%) | 62% |
| 4 | (20, 20) | (21, 15) | 38/104 (37%) | 34% |
| 5 | (20, 20) | (30, 20) | 57/109 (52%) | 56% |
| Parameter Estimates: | Lying Cost | Altruism Coefficient | S.D. of error term | |
| | 7.0 (1.4)*** | 0.29 (0.17)* | 18.6 (4.0)*** | |

Notes: Estimates from minimum-distance estimator using the 5 moments shows above and weights given by the inverse of the variance of each moment.

* significant at 10%; ** significant at 5%; *** significant at 1%